

**ABSTRACT**

A method of negotiating an electronic commerce (e-commerce) transaction for the sale of a selected good can include identifying an asking price for the selected good and retrieving from memory merchant business objectives (MBOs) and consumer privacy rules (CPRs). The MBOs can specify incentive information corresponding to a proposed exchange of consumer information and the CPRs can specify asking prices corresponding to the proposed exchange of consumer information. The MBOs can be compared to the CPRs to determine if an agreement can be reached for the sale of the selected good with an incentive based upon the proposed exchange of consumer information. The e-commerce transaction for the sale of the selected good with the incentive can be consummated if in the comparing step it is determined that an agreement can be reached.